RMMS PROJECTED SALES 1994
FULL MARGIN BRANDS
(000)

Region	Marlboro	B&H	V.S.	Merit	Parliament
1	656,600	92,600	57,300	67,500	31,300
2	387,000	75,700	51,700	29,600	3,500
3	515,000	101,500	60,300	40,500	1,900
4	405,700	67,300	36,400	41,600	2,500
5	704,700	223,900	72,300	39,800	6,800
TOTAL	2,669,000	561,000	278,000	219,000	46,000

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Source: https://www.industrydocuments.ucsf.edu/docs/xggn0004

RMMS PROJECTED SALES 1994
DISCOUNT BRANDS
(000)

Region	Cambridge	Alpine	Bristol	AAV	Basic
1	96,700	20,300	8,800	85,000	95,600
2	155,200	20,900	12,800	77,600	90,000
3	262,900	19,200	11,500	112,000	69,600
4	198,200	19,400	13,100	99,000	101,600
5	67,000	11,200	4,800	88,400	43,200
TOTAL	780,000	91,000	51,000	462,000	400,000

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Source: https://www.industrydocuments.ucsf.edu/docs/xggn0004